RJ REYNOLDS TOBACCO COMPANY

S. R. MacLEOD Region Operations Mgr

July 18, 1997

150 Lawrence Bell Drive Sulte #108 Williamsville, NY 14221 (716) 634-9232 Fax (716) 634-3145

RJR Account #194040 Ms. R. Fairbanks FINKLE DIST., INC.

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Ruth:

DORAL B2G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 193 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL	B2G1F	#/ (6M) Cases
BRAND STYLE	UPC Code	B2G1F
Light	12300-22588	13
Light Men 100	12300-22592	13
Light 100	12300-22589	13
FF 100	12300-22590	6

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS <u>STRONGLY RECOMMENDED</u> THAT YOU PLACE <u>1 ADDITIONAL LOOSE LIVE PACK INTO EACH</u>

<u>DISPLAY</u>: THIS WILL ENABLE YOU TO BILL RETAIL <u>© 5 CARTONS PER DISPLAY</u>, RATHER THAN <u>4.9</u>

CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$6,341.64

Non-EET \$ Amount:

\$N/A

51845 859

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)

 BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
 (USE ATTACHED AS MASTER TO MAKE ADDITIONAL COPIES AS NEEDED)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS. (7 PACKS IF ADDITIONAL LIVE PACK IS <u>NOT</u> ADDED BY DIRECT ACCOUNT; 8 PACKS IF DIRECT ACCOUNT <u>DOES</u> ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$220.50 (15.75 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162303

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

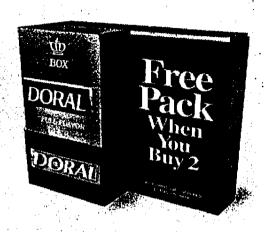
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.



Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

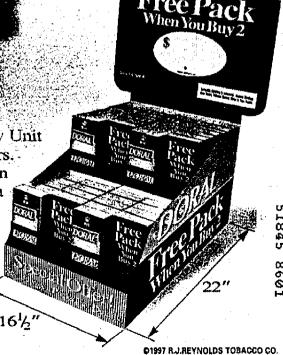
This "Buy 2 Packs Get One Free" promotion
is always popular with
customers. For added value,
smokers are invited to join
Doral & Co and become
cligible to receive free offers
and savings all year long.
The Doral & Co, insert is
sandwiched between the two
packs.



Free Pack When You Bny 2

This impactful Window Paster is a convenient 12"x12¹/₂" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS -- 3RD QTR.'97

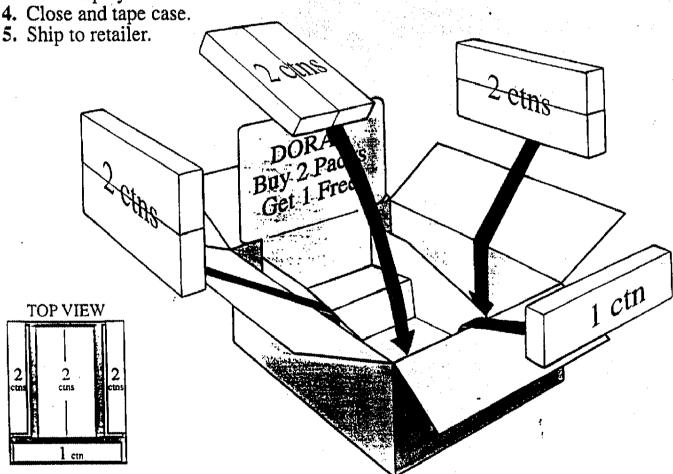
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.

2. Place 7 cartons of DORAL promotional product into shipper/display. (Promotional product is in white cartons and is pre-sleeved).

3. Fold display header card down.



Item: #530030

Description: DORAL September B2G1F Dispiay/POS Kit

Brand Style	LIGHT	L+ MEN 10-0	L19#T	ff 10-0	:
Number of Cartons	2	2	2	1	

51845 8602

inneum to a

	. s												
	1808-685 (8TS)		T457-0000		τ	15508	ХN	ALBANY	851 NEM SCOLLAND	WINI CHOBBEB #64	112613	162322	162303
	(218) Jes-5880				Þ	15095	ΧN	TOHIRZIOMN	MASHINGTON ST &PE	CLYDES STOP N SHOP	T3051 T	762234	762303
	1274-548(812)				τ	TSOTO	ХN	MACHETERDAM	TES CHORCH ST	REID HILL MORIL	130267	762322	162303
	LELE-EGE(BIS)				τ	15304	ХN	SCHENECTADY	TS YMABLA OT PS	SAS SINGH AUTO SERV	027186	162324	162303
	T068-E98(8TS)		3643-0000		7	15134	ХN	NORTHVILLE	WVIN & BRIDGE	NORTHVILLE ROBIN SE	608L9L	162322	762303
	8268-8358				τ	15023	ХN	DELANSON	8413 MESTERN TPKE	TIEFANNY'S CNTRY MK	L19L9L	162324	762303
	20E0-9LE(8TS)		1427-0000		Ţ	15304	ХN	SCHEMECTADY	838 MCCPETTYN SI	EASTERN PARKWAY #70	767268	162324	762303
	(278)868-5659	054194	1812-0000		τ	TS032	ХX	CENTRAL BRIDGE	RTE 7 & 30A	RED BARREL #10	036388	162234	162303
	(278) 185-113e		7457-0000		τ	TSBOT	ХN	GLENS FALLS	137 RIDGE ST	WINI CHOPPER #63	767092	762320	162302
	00T0-L7L(BT9)				t	15838	ХN	HODGON FALLS	T2 NIAM 346	TAAM NO2CUH	998464	T62320	162302
	858T-264(8TS)				t	T5803	λN	e opene eaple	36 PEEDER DAM RD	THE CORNER DELI	597484	Te5350	162302
	(278) 282-2280				τ	12883	ХN	TICONDEROGA	IIS CHYMDIVIN VAE	TOEK'S PLACE	710270		762302
	0£47-899(8T5)	996986			t	15862	ХN	TYKE GEOKGE	TE ACANAD EN	BYITEK DEFK & BYKEK	362026	T62320	, Te5305
	(278) 933-3265				s	SSBZT	ХN	MARRENSBURG	81 TS NIAM & TR	D & G HARDWARE	320476	162320	162302
	(216) 494-3851				t	LTOZT	ХN	CHESTERTOWN		THE CROSSROADS GROC			
	ET0E-464 (8TS)	91906			E	TEBL		CHESTERTOWN	KIVERSIDE DRIVE	CHESTER MARKET		162320	
	(278) 192-8201		2682-0000		T	TSBOY			BAY & QUAKER ROAD				762302
	0056-696(709)	616920	1872-0000	San		678£T			AM & EDGIRE & MA	RED BARREL #22			
	(674) 286-2526	054885	1872-0000		t	15455		WARGARETVILLE		RED BARREL #19			
	1261-698 (409)	024737	1872-0000		τ	868££		SIDNEY	TS NIAM W L	RED BARREL #3			
	T085-LD9(DT6)				2	75458		ELLEUVILLE	RT 209	GUJAR PETROLEUM			
	0801-598(109)		1872-0000		τ	958£T			WEST & DELAMARE S	RED BARREL #24			
	(607) \$63-2524	024877	1872-0000		Z	13838		SIDNEA	8 3 7 8TR	KED BYKKEL #18			
	1699-LE9 (STE)		1920-0000	SYN		990ET		PAYETTEVILLE		WORLD # 08545F			
	(315)822-5785	994920	1872-0000		T :	13491		and the second second	2007				
	(315) 682-1330		0000-0581	_	T	1310¢		MANLIUS		WYNTIDS WOBIT			
	TSLL-959 (STE)	TLT096			T .	LSOET				SAKRAN & CESARIO IN			
	9E96-EVE(STE)				3	LSOET			TS SULINAM W YOU				
	(607) A32-1123	094420	7872-0000		T .	13850		ONEONTA	-	RED BARREL #7			
	8606-SP#(STE)		0000-0591		τ	99067			6898 EAST GENESEE	TANDON WOBIL DOLGEAILLE NEWS			
	(372) 456-8487				£	13356							
	9291-664(409)	• • • •	7815-0000		t •	73820 73820			RIE 23, SOUTHSIDE	KED BYEKEF #13			
•	0888-257(109)		1672-0000		T T	13820				PALACE CIGAR STORE			* *
	5868-267(409)	205300			t t	TAPET				BF K CONNENIENCE			
	TTSL-LEE(STE)				2	13204		SYRACUSE		KETEL WOBIE			
ď	7664-174(SIE)	ADBECE			£.	13519		SYRACUSE		POOJA ENTERPRISES			
	9087-SST(708)		7815-0000		ī.	TOSET				BED BYBBER #IZ			
	6181-527(103)		1872-0000		2	506ET		BINGHAMTON		BED BYBBER #11			
	0012-849(109)		1872-0000		7			SAME AIRATIMAS					
	6008-754(409)		1872-0000		t	13760				KED BYKKET #50			
	2188-275(E12)	2,0100	2000 0001		2	13042			276 STATE ROUTE 4	BILL'S CLEVELAND			
٠.	********		*****					***********	*************	************	*****	*****	*****
	ACCT PHONE #	SUPPLIER	CHVIN-ID	XAT	YTQ	412	LS	CILL	ADDRESS	NYME	TOOA	JIATER	TERR
				-									

SYTES PEAEL : TEXXXX

<u>,:</u>|

TEMPLATE : 7011

: 101143 10000 DOW BEGIE REFT
: 101143 10000 DOW BEGIE SEPT

MHOLESALER

MORKPLAN VAP TEMPLATE LISTING

\$\$:3DA9 0£-30-79 :3TAG MA 61:60 :3MIT

WORKPLAN VAP TEMPLATE LISTING

PAGE: 24 DATE: 97-06-30 TIME: 09:19 AM

WHOLESALER TEMPLATE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT> : 701143 70900 DOR B2G1F SEPT

TEMPLATE SEQ : 0014 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	176593	FULLERS CORNER STOR	RP 1 BOY 647	NORTHVILLE	MV	12134					(518)863-4190
			FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE		12078		•			(518) 725-7422
			HOLMES & KUGLER	717 NOTT ST	SCHENECTADY		12308		2			(518) 382-8477
			PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE		12072	3	1	2682-0000		(518) 853-4722
162303			KING FOODS 8605	1600 WESTERN AVE	ALBANY		12203	ï	_	2682-0000		(518) 456-6388
			FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	5	,			(518) 993-4988
162303	162234	440243	CONVENIENT CORNERII	5 COMERIE AVENUE	JOHNSTOWN		12095	1	Ļ	3643-0000		(518) 762-7353
			MINI KWIK	ROUTE 30		NY	12010	ë	;			(518)842-2537
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1	Ļ			(518) 355-4370
			CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	2	!	3643-0000		(518)883-3595
			MINI KWIK!	207 W FULTON ST	GLOVERSVILLE	NY	12078	9	•			(518) 725-5289
						ΝY	12303	2	<u>}</u>			(518)355-2305
			MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	3	1			(518) 863-4363
			OZBAY SERVICE CENTE	1605 BROADWAY	SCHENECTADY	ΝY	12306	2	<u> </u>			(518)374-8867
				RT 5 SOUTH	PATTERSONVILLE	NY	12137	1	L .			(518)887-9812
			TIMAR'S ENTERPRISES		SCOTIA	ΝY	12302	4	L			(518) 399-8773
			BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	ΝY	12095	2	100			(518) 762-4617
			BONFARE FN FD 51053		SCHENECTADY	NY	12306	. 1	La granda		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(518) 301-6136
			HOLMES & KUGLER		SCHENECTADY		12308	. 2	}			(518)382-1491
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE		12078	2	!			(518) 725-9153
			O'BRIEN VIDEO				12078		5	*		(518)773-8221
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVILLE			1				(518)864-5496
			MARIANNE'S MINI MAR				12078	4				
			JOHNSTOWN BEVERAGE		JOHNSTOWN		12095	5	,	1427-0000		(518)762-6677
			CARMEN GETTY	3300 CARMEN RD			12303	1				(518)355-8760
			JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN		12095	. 1				(518) 762-5367
		757103		SEC INC.	JOHNSTOWN		12095	.]				(518) 762-4421
			BONFARE FN FD	2 SOUTH ST	BALLSTON SPA		12020					(518)885-4443
			MINI CHOPPER #71	CHURCH ST & RAILR			12866		•	1427-0000		(510) 584-2770
			DICK & JERRY'S VASELS STATION	ROUTE 29 & ROUTE	GALWAY		12074	1				(518)882-9394
			THE PARTY PARTY AND ADDRESS OF THE PARTY AND A	ROUTE 29 RD 1	GALWAY		12074	3				(518)882-9414
			MINI CHOPPER #61 WEVER MOBIL MART	91 N MAIN ST			12118	1	_	1427-0000		(518) 664-2520
			SCHAGHTICOKE CARWAS	219 GUIDEBOARD RO			12188	. 1			916379	(518) 383-9189
			WILTON MOBIL MART		SCHAGHTICOKE		12154	. 1				(518) 753-4072
			WEVER MOBIL MART	216 BALLARD RD 75 HUDSON AVENUE	GANSEVOORT		12831	2				(518) 584-5884
			BONFARE FN FD	GEYSER ROAD	STILLWATER		12170	1				(518) 664-4121
			U.S. FOOD MART	118 GARNER STREET			12020					(518) 885-7519
			GEMMETT RAINBOW	3775 LEWIS RD			12047					(518) 237-0530
			MALTA CORNER	MINI MART	BALLSTON SPA BALLSTON SPA		12020		-			(518)885-4847
			BONFARE CONVENIENT									(518) 899-3306
			WEVER CAR WASH		BALLSTON SPA		12020	1				(518) 899-4498
			POWERS BONPARE 5102	ROUTE 29 & 40			12834	3				(518) 692-3196
102304	102322	101057	FOREKS BUNFARE 5102	JOS TRUY SCHENECT	LATHAM	ΝX	12110	,				(518) 765-3282

STLE-6EL (LO9) 6020-2920 SIN T SPAPE AN нокавняетов IS NIVW S EZEL 102002 102228 104322 ROMOCO COOD #1414 0906-764 (409) TOODE AN EIMIRA POT E MYLEE ST 762605 162228 691794 SUNOCO COOP #7475 0362-0309 z ET46-9E6 (409) NX 14830 48 DENIZON DYKKMY COKNING 0305-0303 Z TEXEDS TEXTS STREET SOURCE COOK #1413 N WYIN & SECOND 01L6-ZEL(L09) RIWING 0362-0309 z TOSPT AN TESEDS TESSSB SEABBE SONOCO COOD #1417 024786 (607)648-2844 1872-0000 τ CHENYNGO BEIDG NA 13142 MAIN STREET reseor ressse 030850 MED BYKKER #8 (814)581-6880 t MYPPINGERS FLS NY 12590 Tessos Tessso Jossos Gykchy belkofeny co isl m wpin el 090E-ZSP(DI6) 99ZED6 SEE STATE ROUTE 5 LAGRANGEVILLE NY 12540 Tessos tesses 444335 MALMA CORPORATION 9 TOST (STS) SAS-8572 τ NA ISIBO TROY Tessoe tesses leldes boneyre en ed etost soe kinek el 5674-26E(8TS) 929696 CHATHAM 742348 ZEE PETROLINE, INC. 123 SOUTH HUDSON NY 12037 906291 0177-LLF(815) NA ISICO SOE CONOMIN TPKE RENSSELAER 162306 162325 728378 US MOBIL MART 0891-028(8TS) \$69696 NX 15234 IS4 PAIRVIEW AVE HUDSON TIGGIS WANT PETROLIUE 2005-26E (8TS) NA ISOBA CHATHAM 25 НОВЗОИ УЛЕ TESSOE TESSSE LOEBIS CLE ROMOCO CHYLHYW (314) 656-0623 NA 75446 6337 RT. 209 & 42 KERHONKSON Ė TESSOE TESSSY TOSST4 MES MART, INC. TPT6-489 (PT6) τ NA ISER RT. 309 & LEGGETT STONE RIDGE 162306 162327 685842 CORNER STORE 0596-26E(8TS) NA 15031 CHATTHAM TR NIAM EZ Tessoe Tessse etalas mini Chobber #86 TESSOE TESSSE EROEST GREENBOCH TAPERLABE DEA JIFF E MART SPT0-PL9(8TS) L99TE6 NA ISOIB PAEKITT BYKK 5814-948(\$16) 2 ZLSZI AN BHINEBECK S E MARKET ST 162306 162328 178609 UNITED SMOKESHOP EE45-EE4 (8TS) ٤ NA 15168 **SLEPHENTOWN** KOOLE 43 TESSOE TESSSE TYESTL DAVE'S MARKET 6861-248 (8TS) τ NA 15023 EAST BERNE TAAM 153828 COUNTRYSIDE MOBIL 162305 660E-TEE(\$T6) ICECT AN KINGSLON 282 BKOYDMYA τ 162305 162327 721873 AIS PETROLEUM (278)465-8753 NA 75506 ALBANY ISS OUAIL ST 162305 162322 700333 QUAIL STREET NEWS (014) 331-1586 NL ISTOI KINCSTON 336 E CHESTER ST TESSOE TESSSA 663664 GOLAR PETROLEUM Z89E-6Eb(8TS) BEORK IN DELMAR Tessor Tessse eegolos delympke & eiw wobi 204 delympke yae ALBANY 9741-687 (9TS) 2010-2950 NX ISSO3 ISSI MESLEGN PAE Tessos Tessss 245224 Y-brns #0000ab (278)45L-05LT NX 75506 **YLBANY** Tessos tessos seeles vibvax nems & Avkie see centry vae 0085-591 (815) NX YSSTO ALBANY Tessor Tesses sesora Tyrk al Nema & GROC Ses Tyrk al EL 143 DO BOX SIS MESLEBTO E095-161 (ATS) NX 13193 TESSOR TESSSE STITTS KELCHOW, & CENEBYT 054827 (278)854-202¢ **MA ISTSS** игрогевовон THERT STREET Tessoe ressse teelss ked bykker #Te 1815-0000 9886-649(816) TOBET AN KINGSLON SO BOX 9752 162305 162328 178371 CORNER STORE 33 MYZHINGLON YAE YFBYAK 9880-297 (875) NX TSSTO 193302 Tesass Tienst EMIL'S NEWS

YTITMAUQ JATOT

YTITMAUQ LATOT

SIL

765

165

XXXX9T :

PT00 : LEMPLATE SEQ

JEKK KELVIT VCCL

: JOIT43 JOSOO DOW BEGIE RELL TEMPLATE MHODESALER

MAME

TEMPLATE TOTAL ACCOUNTS

PAGE BREAK TOTAL ACCOUNTS

: 194040 FINKTE DISTRIBUTORS, INC. <DIRECT>

WORKPLAN VAP TEMPLATE LISTING

KIID

ADDRESS

ZBSSNS

---- --

diz is

YYQ

CHAIN-ID SUPPLIER ACCT PHONE #

TIME: 09:19 AM

06-90-78 : 3TAU

BYCE:

Source: https://www.industrydocuments.ucsf.edu/docs/ihmy0000



IOAURUR REFUERTATION

IRIBINAVILIBIES ILIBITITEDIES

TDX())IRAVL, IBV2XG;TUP

OUR (LICENTIAL CARREST CONTRACTOR TO COMPANY OF CONTRACT CONTRACTOR CONTRACTO

- O WEVER CANDING A SECTION OF THE CONTROL OF THE CON
- O TAXONOBALIAY COLLANDA TO THE PROPERTY OF STATES

IIIII RORIVANII IN COLIENTALISISIN COMPANICISTA CENTRANDIRENTE COLIENTALISISIN COMPANICISTA COLIENTALISISIN CALIENTALISISIN COLIENTALISISIN COLIENTALISISIN COLIENTALISISIN CALIENTALISISIN CALIENTALISI CALIENT

ASALVAAS TILANKA OU FORMOI DE VEGSEVANGELIN FEMARIAEUN (CEGE) DE TRROOT GREAT TE VOU FAVEANNA (OU ESTION SERECARDIN CETTE SELIEMEN EELE EN EN EN ESTE EN EN EN EN EN EN EN EN E GONNAGEN (OU RITEUR BREEFEN VAN DE

(१६६५ (११४०)(स)) स्

ACCOUNT NUMBER: 194040

FINKLE DIST INC

VOUCHER NUMBER: 15370825

DATE WRITTEN: 09/22/97

ROUTE 30 MAYFIELD , NY 12117

STATUS: PAID

AMOUNT PAID:

220.50

SEND CHECK TO: ROU

DESCRIPTION

UNITS

AMOUNT

'97 VAP PK & SHP

15.75

220.50

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/SR 162303